

WHAT IS CLAIMED IS:

1. A container for storage of feminine-hygiene articles, the container comprising:

- (a) an integrally formed case configured as two case segments interconnected by an integrally formed hinge, so as to be deployable between an open and a closed state, such that in said closed state said case encloses a first storage compartment, said first storage compartment configured so as to house at least two different articles each having a different maximum length such that a first article is stored in a first region of said first storage compartment and a second article is stored in a second region of said first storage compartment, and a longitudinal cross sectional length of said first region is different than a of a longitudinal cross sectional length of said second region; and
- (b) a retaining element deployed within said first storage compartment, said retaining element configured so as to hold at least one feminine hygiene article.

2. The container of claim 1, wherein said retaining element includes at least one pair of resilient grasping extensions configured to grasp a cylindrical article between them.

3. The container of claim 1, wherein one of said case segments further includes at least two through bores each of having a different shape, and said retaining element includes at least two complementary attachment projection configured so as to be insertable into and substantially fill said at least two through bores, thereby securing and providing proper alignment of said retaining element within said case.

4. The container of claim 3, wherein one of said case segments further includes at least one through bore in the shape of an alphanumeric character, and said retaining element includes at least one complementary attachment projection configured so as to be insertable into and substantially fill said at least one through bore, thereby securing and providing proper alignment of said retaining element within said case..

5. The container of claim 1, further comprising at least one of said case segments configured with at least a second storage compartment that is accessible from outside the container, and at least one storage compartment cover connected to said case so as to close said at least a second storage compartment.

6. The container of claim 5, further including a false floor deployed within said first storage compartment and attached to said at least one of said case segments that includes said second storage compartment, so as to substantially cover topographical differences in an inner surface of said case

created by said second compartment, thereby providing a substantially flat compartment floor.

7. The container of claim 1, wherein each of said case segments further includes a sealing rim such that in said closed state each said sealing rim contacts the other said sealing rim thereby sealing said case.

8. The container of claim 1, wherein each of said case segments includes complementary portions of an integrally formed latch configured to releasably retain said case in said closed state.